

New CDC Resources and Tools for National Infant Immunization Week (NIIW) 2013

**Planning Your NIIW Program:
New Childhood Immunization Communication Resources
Available from CDC**

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National Center for Immunization & Respiratory Diseases

Health Communication Science Office/Health Services Research and Evaluation Branch



National Infant Immunization Week Overview

- Began in 1994
- Promotes immunization for children 2 years old or younger
- Celebrates immunization achievements, recognize partners and volunteers
- Revitalizes community efforts



Photo of local NIIW event

National Infant Immunization Week

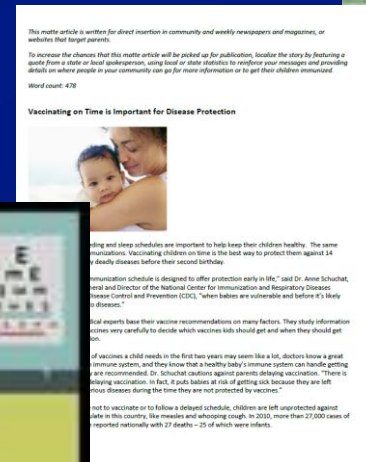
April 20-27, 2013



April 21-28, 2013

New for NIIW 2013

- Animated PSAs and Video
- Infographic
- Matte articles
- PSA Pitching Guide



Web-based Resources

The screenshot shows the CDC website for National Infant Immunization Week (NIIW). The browser window title is "CDC - NIIW home page - National Infant Immunization Week - Vaccines - Windows Internet Explorer". The address bar shows "http://www.cdc.gov/vaccines/events/niiw/index.html". The page features the CDC logo and the text "Centers for Disease Control and Prevention CDC 24/7: Saving Lives. Protecting People.™". A search bar is located in the top right corner. The main content area is titled "NIIW (National Infant Immunization Week)" and includes a sidebar with navigation links such as "Overview", "Planning Your NIIW", "Activities/Events", "Promotional Materials", "Educational Resources", and "Immunization Champions". The main content area features a large graphic for the "2013 National Infant Immunization Week (NIIW)" with the text "National Infant Immunization Week" and "IMMUNIZATION. POWER TO PROTECT." Below the graphic, there is a paragraph describing NIIW as an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs. The text states: "National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and celebrate the achievements of immunization programs and their partners in promoting healthy communities. Since 1994, NIIW has served as a call to action for parents, caregivers, and healthcare providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases." Below this paragraph, it says "April 20-27 is NIIW 2013." and a "More >>" link. To the right of the main content area, there are links for "Email page link", "Print page", "Get email updates", and "Contact Us". The "Contact Us" section provides the address "Centers for Disease Control and Prevention 1600 Clifton Rd Atlanta, GA 30333", phone number "800-CDC-INFO (800-232-4636)", TTY: "(888) 232-6348", and a link "Contact CDC-INFO". At the bottom of the page, there are sections for "What's New?" and "Educational Resources". The "What's New?" section lists updates on provider resources, web buttons, sample drop-in matte articles, and social media tools. The "Educational Resources" section mentions a growing library of fact sheets, flyers, and web pages, and links to resources for health care providers and parents.

www.cdc.gov/vaccines/events/niiw

Planning Tools

- Lay the foundation/needs assessment
- Plan activities
- Build successful partnerships
- Develop champions
- Evaluate
- State and local success stories

www.cdc.gov/vaccines/events/niiw/planning

Planning Your Successful NIIW Activities

CDC Home
Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

Vaccines and Immunizations
All CDC Topics
Choose a topic above

SEARCH

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

NIIW (National Infant Immunization Week)

Vaccines Home > Events > NIIW

Email page link
Print page

Planning Your NIIW

The planning guidance outlined below will help you create a NIIW program that is tailored to the needs of your community. Some communities will have the resources to undertake major initiatives, while others may focus on more modest, targeted activities. Either way, think strategically about how NIIW activities can meet your objectives for the week as well as contribute to your year-long immunization goals. And remember your local efforts make you a part of a global immunization initiative as the US through NIIW joins together with all over 180 Member States, territories, and areas through Vaccination Week in the Americas and World Immunization Week.

- Lay the Foundation** [151 KB, 4 pages]
Review past and existing programs, assess needs and resources, and determine clear objectives for your NIIW.
- Plan Your Successful NIIW** [191 KB, 3 pages]
Follow a systematic process to identify and select activities that will meet your objectives and establish clear steps to turn your ideas into action.
- Build Partnerships to Support Immunization Activities** [69 KB, 3 pages]
Identify new partners and expand existing partnerships to support your NIIW activities.
 - Appendix A: Identifying Partners Worksheet [195 KB, 1 page]
 - Appendix B: Partnerships Selection Criteria Worksheet [194 KB, 1 page]
 - Appendix C: Work Plan Template [198 KB, 1 page]
 - Appendix D: Partnership Agreement Template [189 KB, 1 page]
 - Appendix E: Assessing the Partnership Process [195 KB, 1 page]
 - Appendix F: Meeting Partnership Goals [195 KB, 1 page]
- Evaluate Activities** [170 KB, 3 pages]
Assess accomplishments and lessons learned so you can build on success and strengthen future activities.
- Develop Immunization Champions** [68 KB, 2 pages]
A champion can help promote your program and help give a face to your cause. Review steps for developing and working with a champion.
- Planning Templates**
Use these templates as needed to assist with your planning efforts.
 - Media Template, sample [84 KB, 1 page]

Related Links

- Border Health Commission-National Infant Immunization Week
- Canadian National Immunization Awareness Week
- European Immunization Week
- Vaccination Week in the Americas (VWA) en Español
- Vaccination Week in the Eastern Mediterranean
- World Immunization Week

Contact Us:

Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
800-CDC-INFO (800-232-4636)
TTY: (888) 232-6348
[Contact CDC-INFO](#)

Trusted sites | Protected Mode: Off

9:07 AM
2/11/2013

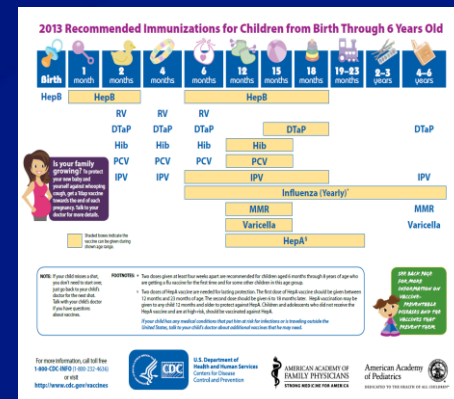
Promotional Materials

- **Media Tools**
- **Web and E-tools**
- **Print Products**
- **Event Signage**
- **Infographic**

www.cdc.gov/vaccines/events/niiw/promotional

Educational Resources

- Resources for Providers
- Resources for the Public



www.cdc.gov/vaccines/events/niiw/ed-resources.html

Activity and Event Registry

**Share your plans!
AND find out what
others are doing**

NIIW Activity Form

 If you are planning an NIIW 2012 activity, large or small, we would like to hear from you! Please complete this form and submit by clicking the "Submit Form" button.

(* indicates a required field)

Organization Name:

Contact:

Title:

Address:

City/State/Zip:

Phone:

Fax:

E-mail: *

Web Address:

Name of Activity:

Date of Activity:

Time of Activity:

www.cdc.gov/vaccines/events/niiw/activities/activity-form

Get Involved with NIIW

- **Spread the word about new resources**
 - Include a blurb in your newsletters
- **Use the resources during NIIW and year-round**
 - Utilize NIIW planning tools
 - Place childhood PSAs
 - Promote *Provider Resources* fact sheets
 - Celebrate your state's *Champion*
- **Share your activities in the NIIW activity registry**

The 2nd annual Childhood Immunization Champions Award

CDC Foundation

Important Dates to Remember

- All Champions materials are now online at www.cdc.gov/vaccines/champions
- **March 1, 2013**
Nominations due to State Programs
- **March 22, 2013**
Champion selections to the CDC
- **April 20, 2013**
State Champions are announced

Updated Champions Criteria for 2013

- Has provided community leadership on immunization issues and collaborated with others to build support for and increase immunization rates of infants and **young children**
- Has used creative and/or innovative strategies to promote infant and **young child** immunization and meet unique immunization challenges within their community, state or region, including, for example, reaching hard-to-reach or under-immunized populations
- Has been a visible childhood immunization champion in a community and/or medical system by acting as a spokesperson, advocate, and/or educator
- Has been an advocate for childhood immunization policy advancements
- Has not already been chosen as a Champion in the previous year

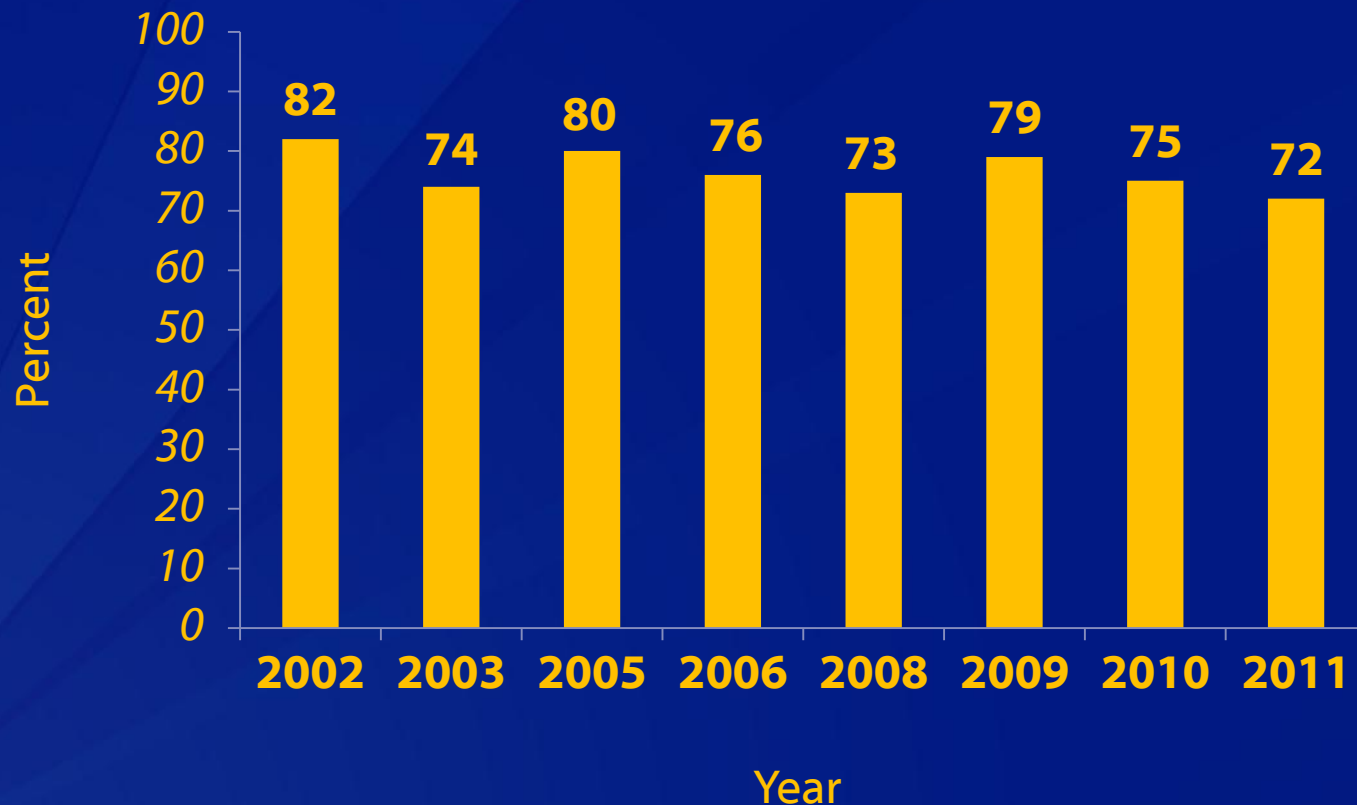
Understanding and Addressing Parents' Immunization Questions and Concerns:

**Translating Research into Effective Messages and
Materials for Parents and Health Care Professionals**

Confidence in Vaccine Safety

Percent of parents of at least one child 6 years of age or younger who reported that they were confident or very confident in the safety of routine childhood vaccines

(Source: PN HealthStyles and ConsumerStyles Surveys)



Immunization – A Complex Communication Environment



Photo of healthcare professional giving a shot

- “When prevention works, nothing happens”
- Dynamic, changing
- Competing and conflicting
 - Health messages
 - Guidance and advice
 - Purposes and objectives
- Many places to find and get information
- Different groups of parents => different interests, different needs
- Time is often limited

Completed Research with Health Care Professionals

- **2008 in-depth interviews with pediatricians and family physicians**
- **2009 and 2012 surveys of pediatricians and family physicians (partnership with U of Colorado)**
- **Pilot evaluation of provider resources with WA state health care professionals**
- **In-depth interviews (IDIs) to discuss provider resources**

Completed Research with Health Care Professionals

- **Guiding Principles and Lessons Learned**

- Strong support among health care professionals for the existing immunization schedule
- Discussing vaccine safety issues and concerns with parents is now a standard
- Bottom line is that kids are getting immunized but discussion and education are taking longer than in the past
- Health care professionals are still the most trusted source of vaccine information and advice for most parents
- Educational materials should supplement—not replace—conversations between health care professionals and parents

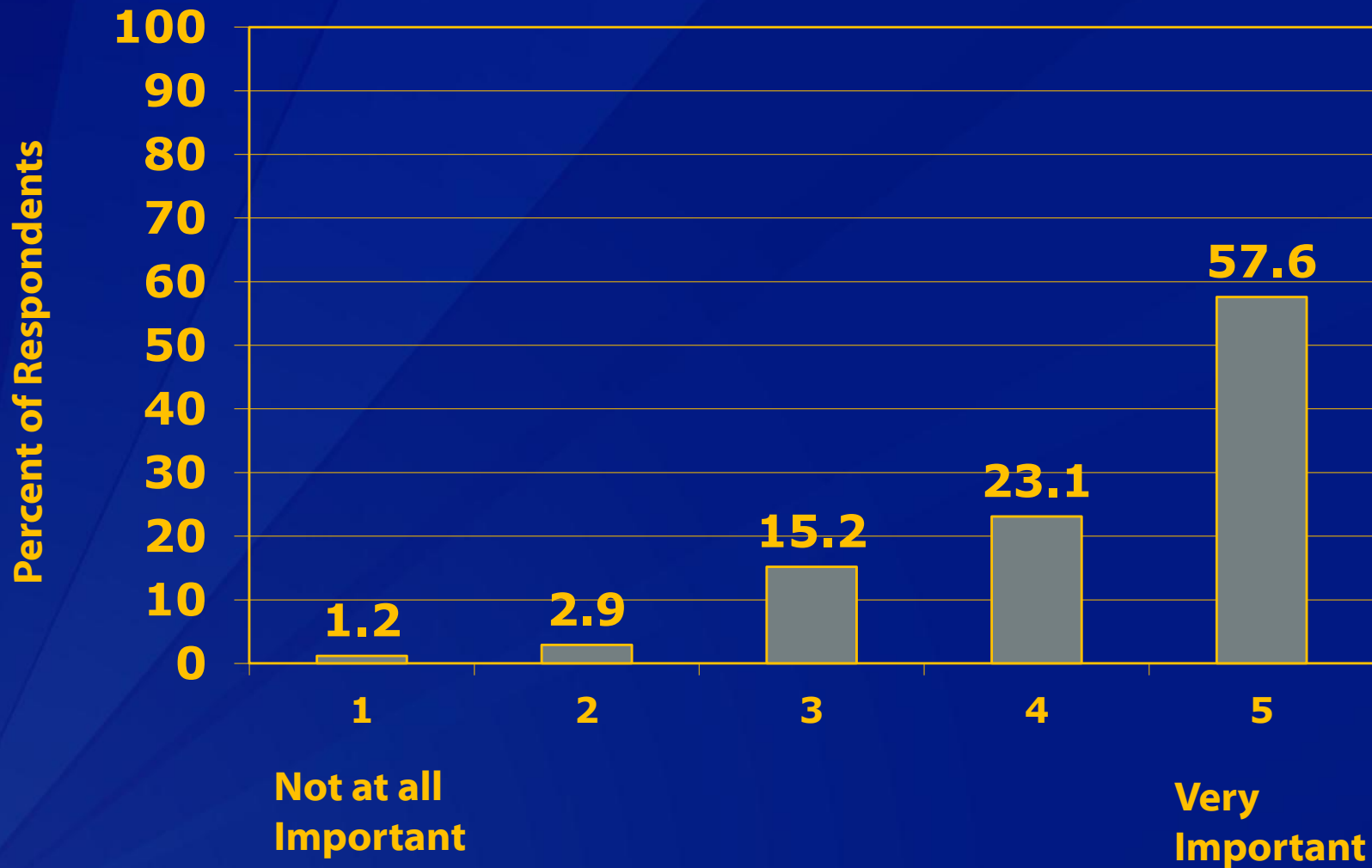
Completed Research with Parents

- **2008 and 2009 focus group research with moms**
- **2008 online testing of draft educational materials with moms**
- **2010 cognitive interviews and focus groups with moms to test readability of VIS**
- **2011 focus groups and intercept interviews with parents to discuss vaccination barriers and facilitators, and to test message concepts**
- **2008-2012 Styles surveys**
- **2010 and 2012 national poll of parent vaccine attitudes and behaviors**

Completed Research with Parents

- **Guiding Principles and Lessons Learned**
 - Parents are generally supportive of vaccination and confident in vaccine safety; however parent vaccine attitudes and behaviors are best described as a spectrum rather than a dichotomy
 - Most parents, including those who are vaccinating their children, have some questions or concerns about vaccines
 - Concerns about the pain of shots, potential side effects, and the number and timing of vaccines are the most common
 - Health care professionals remain the most important source for vaccine information
 - Parents also do their own research and look to supplementary sources like friends, family, and the Internet for advice
 - Parents want to hear consistent advice across trusted sources

How important do you think immunizations are for keeping children healthy?



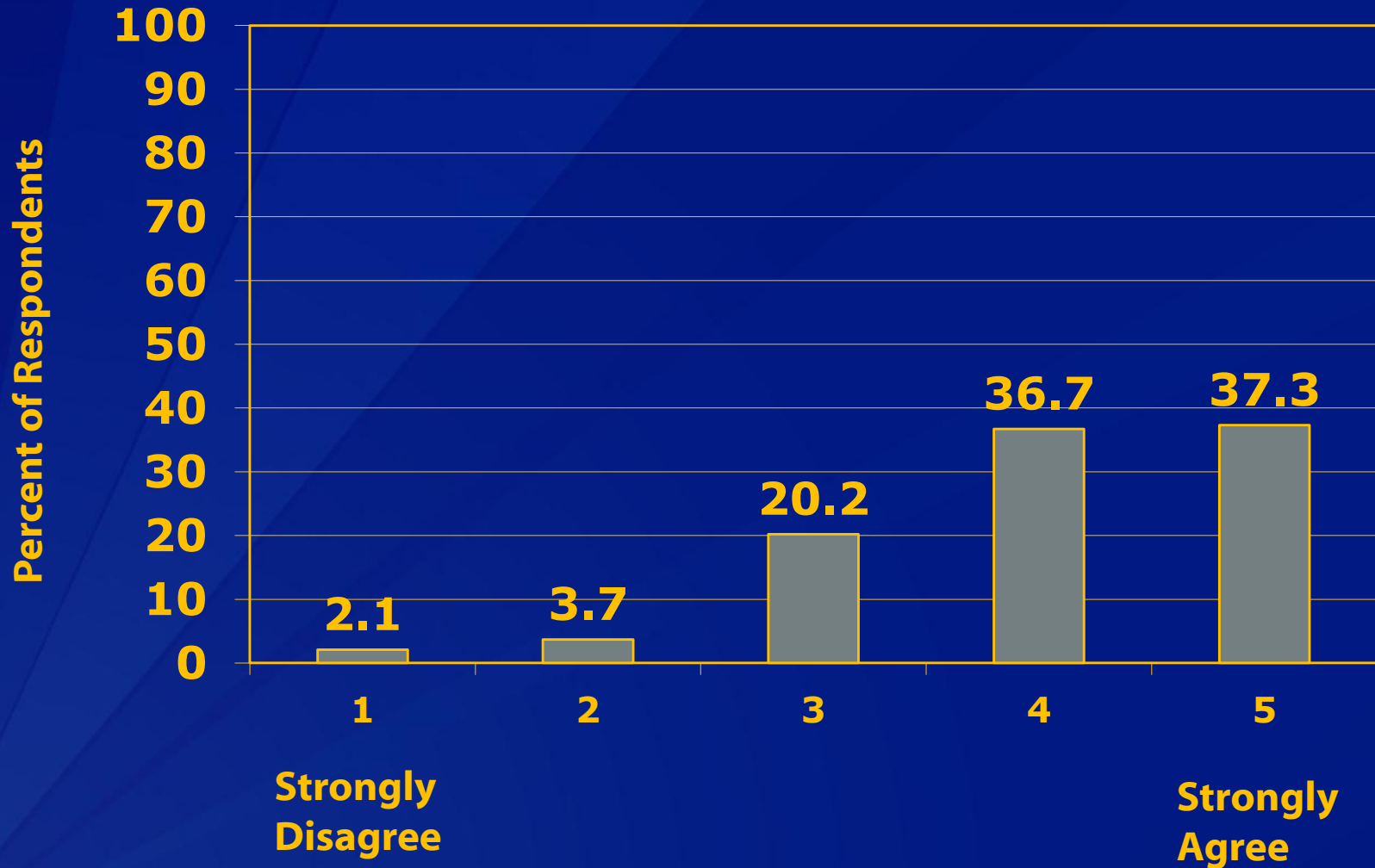
What questions do you typically ask your child's health care provider before your child gets a vaccine?

	2011 Weighted %
Which vaccines will my child get today?	70.3
How many vaccines will my child get today?	66.7
How likely is there to be a side effect?	57.3
What are the side effects I should look for?	50.7
What is normal to expect the day after?	46.5

Which concerns, if any, do you have about childhood vaccines?

	2011 Weighted %
I have no concerns about childhood vaccines.	41.5
My child getting too many vaccines in one doctor's visit.	22.1
Children get too many vaccines during the first two years of life.	21.6
Vaccines may cause autism.	20.4

I trust the vaccine advice my child's main health care provider gives me.



Message and Materials Development

- **Risk communication approach**
- **Literature review and other research**
- **Development, testing, and revision of draft materials**
- **Input from subject matter experts**
- **Ongoing formative research with parents throughout the process**

NIIW 2013 Materials: What's New?

Media Campaign Targeting Parents – Reminders from last year

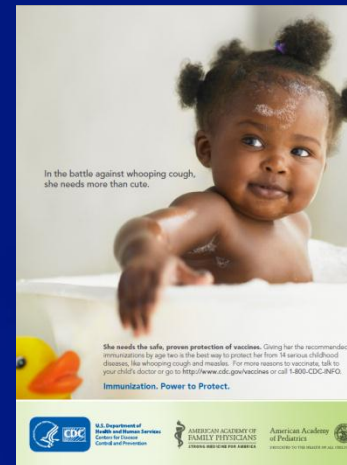
- Launched in April 2012 and rolled out through Summer and Fall 2012
- English and Spanish print ads, radio and television PSAs, and matte articles
- Directed parents to new parent-friendly website and materials

Goals of Campaign

- Reinforce the social norm to vaccinate
- Increase awareness of vaccine-preventable diseases
- Increase awareness of disease protection benefits of vaccines
- Empower parents to make the choice to immunize their children

**CAMPAIGN MATERIALS STILL
AVAILABLE**

English Campaign: *Immunization. Power to Protect.*



- TV and Radio PSAs: www.cdc.gov/vaccines/cdcmediaresources/
- Print Ads: <http://www.cdc.gov/vaccines/events/niiw/media-tools.html#print-ads>
- State/locals health departments can pitch and place with local media
- **New this year: PSA Pitching Guide**
 - <http://www.cdc.gov/vaccines/events/niiw/media-tools.html#pitch>

Spanish Campaign:

Con salud, todo es posible. Vacune a sus hijos.



Mi tesoro...
Prometo protegerle contra
14 enfermedades graves.

Usé el hábito de todo lo
que está a su alcance para
protegerlo. Ya tiene todos los salitos
para el carro, su cuna y su ropa.
Recuerde, si sigue las recomendaciones
del calendario de inmunización infantil, lo
protegerá contra 14 enfermedades prevenibles
con vacunas antes de que cumpla los 2 años.
Con salud, todo es posible.
Vacune a sus hijos.

1-800-232-4636
<http://www.cdc.gov/espanol/vacunas>

U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Academy
of Pediatrics
ADVOCATING FOR THE HEALTH OF ALL CHILDREN

Mi vida.
hoy celebramos tu segundo cumpleaños.
Damos gracias por tu salud y por
la protección que tienes contra
14 enfermedades prevenibles con vacunas.

Siga el calendario de inmunización infantil
recomendado, y su bebé quedará
protegido contra enfermedades graves,
como el sarampión y la tos ferina,
a los 2 años de edad.

Las vacunas ayudan a proteger la salud de
nuestro país, para que puedan celebrar los
momentos felices de hoy y del futuro.

Con salud, todo es posible.
Vacune a sus hijos.

1-800-232-4636 • <http://www.cdc.gov/espanol/vacunas>

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www.cdc.gov/vaccines/cdcmediaresources/

NEW CAMPAIGN MATERIALS FOR 2013

Animated Videos

(30 and 60 second spots available)

Babies on the Move

Babies can come in contact with germs anywhere they go. Parents can protect their child from diseases with the safe, proven protection of vaccines.



Vaccination: A Key Piece of the Puzzle

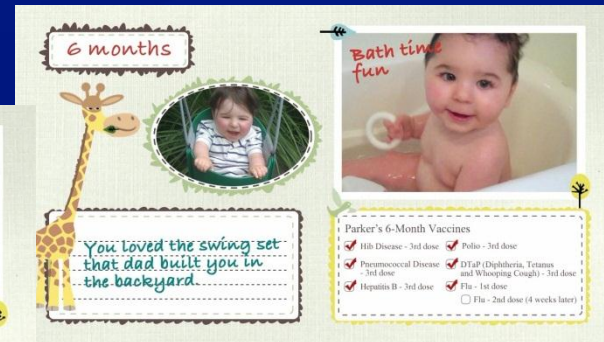
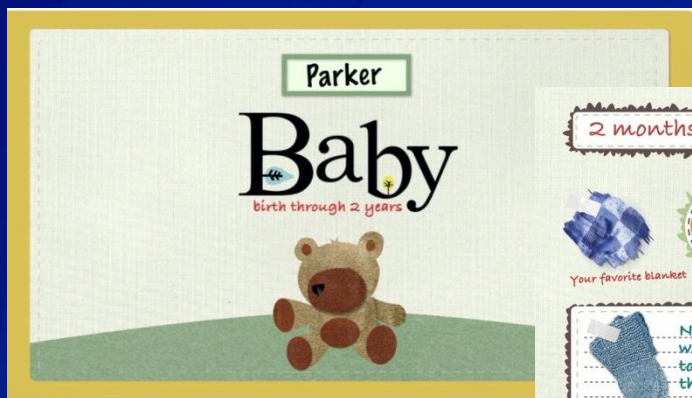


Parents work hard to keep their kids healthy. But, in addition to giving them healthy foods, exercise, love, and keeping them clean, parents can protect their children by getting them vaccinated according to CDC's immunization schedule.

www.cdc.gov/vaccines/cdcmediaresources/

The Immunization Baby Book

(4 minute video)



New English Print Ads



Stop measles in its tracks like you do with your curious explorer.

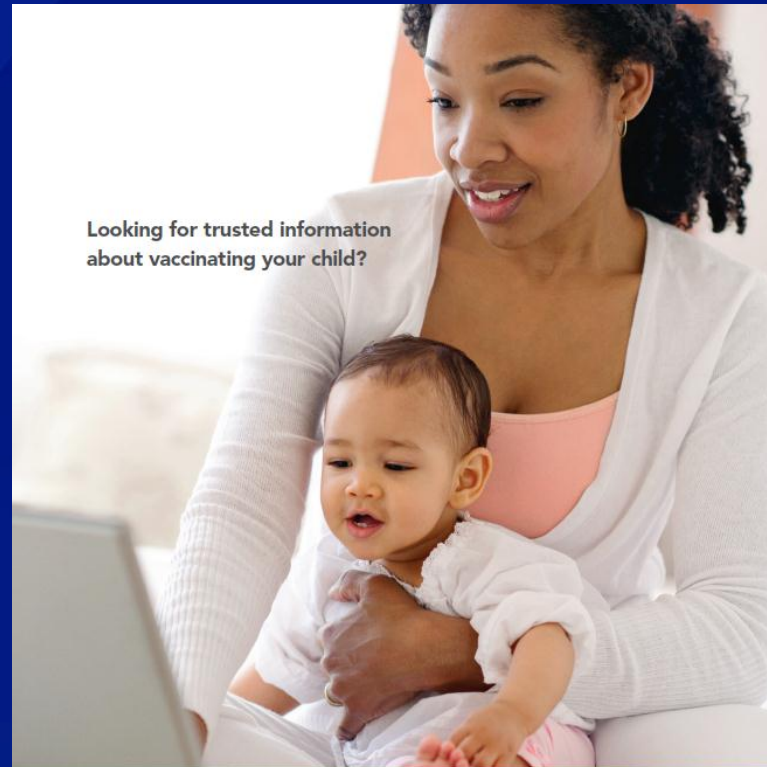
Put up a wall of protection with safe, proven vaccines. Giving him the recommended immunizations by age two is the best way to protect him from 14 serious childhood diseases, like whooping cough and measles. For more reasons to vaccinate, talk to your child's doctor or go to or go to <http://www.cdc.gov/vaccines> or call 1-800-CDC-INFO.

Immunization. Power to Protect.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention


 AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™ 



Looking for trusted information about vaccinating your child?

Visit www.cdc.gov/vaccines/parents. Learn about the vaccines your baby needs from a reliable source. The CDC's website explains the 14 diseases vaccines prevent, CDC's recommended schedule, possible side effects, how to comfort your baby during vaccine visits and more. Talk to your child's doctor, and visit our website to get the facts about vaccines.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Immunization. Power to Protect.

<http://www.cdc.gov/vaccines/events/niiw/print-materials.html>

New Spanish Print Ads



Mi vida...
Prometo protegerte contra
14 enfermedades graves.

Usted haría todo lo que
esté a su alcance para protegerlo.
Ya tiene listas la sillita para el carro,
su cuna y su ropita.

Recuerde, si sigue las recomendaciones
del calendario de inmunización infantil, lo
protegerá contra 14 enfermedades prevenibles
con vacunas antes de que cumpla los 2 años.

**Con salud, todo es posible.
Vacune a sus hijos.**

1-800-232-4636
<http://www.cdc.gov/espanol/vacunas>

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Mi vida...
Prometo protegerte contra
14 enfermedades graves.

Desde el momento que
nació la has querido y protegido.
Su bebé está creciendo y usted seguirá
haciendo todo lo que esté a su alcance
para mantenerla sana y alegre.

Puede proteger a su niño contra
14 enfermedades prevenibles antes de
que cumpla 2 años de edad. Vacúnalo de
acuerdo al calendario de vacunación
infantil recomendado.

**Con salud, todo es posible.
Vacune a sus hijos.**

1-800-232-4636
<http://www.cdc.gov/espanol/vacunas>

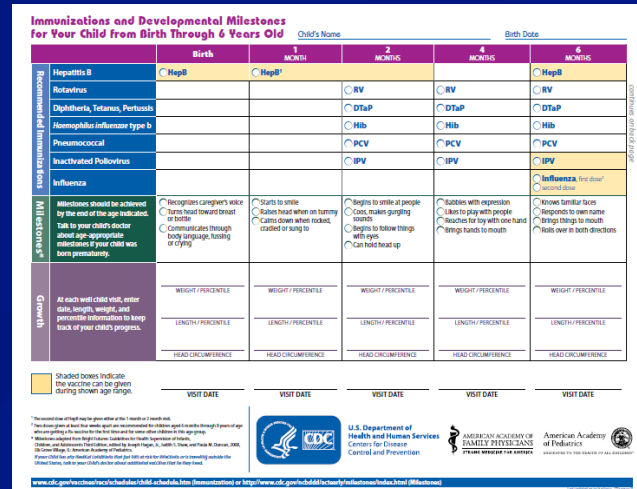
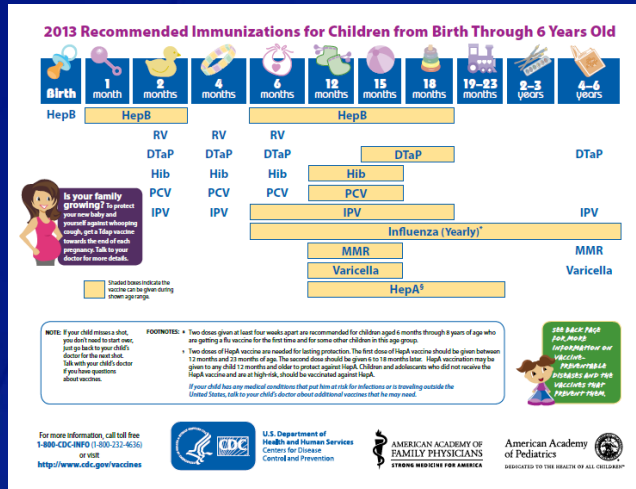
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<http://www.cdc.gov/vaccines/events/niiw/print-materials.html>

Other Parent-Targeted Resources (Updated)



Tips for a Less Stressful Shot Visit

Help children see vaccines as a good thing. Never threaten your child with shots, by saying "If you misbehave I will have the nurse give you a shot!" Instead, remind children that vaccines can keep them healthy.

Ways to soothe your baby:

- Sweating
- Skin-to-skin contact
- Offering a sweet beverage, like juice when the child is older than 6 months
- Breastfeeding

Your health care professional may cool or numb the injection site to reduce the pain associated with your child's shot.

Before Getting Shots:

- Come prepared! Take these steps before your child gets a shot to help make the immunization visit less stressful on you both.
- Read any vaccine materials you received from your child's health care professional and write down any questions you may have.
- Find your child's personal immunization record and bring it to your appointment. An up-to-date record tells your doctor exactly what shots your child has already received.
- Pack a favorite toy or book, and a blanket that your child uses regularly to comfort your child.

For older children:

- Be honest with your child. Explain that shots can pinch or sting, but that it won't hurt for long.
- Engage other family members, especially older siblings, to support your child.
- Avoid telling scary stories or making threats about shots.

At the Doctor's Office:

- If you have questions about immunizations, ask your child's doctor or nurse. Before you leave the appointment, ask your child's doctor for advice on using non-steroid pain reliever and other steps you can take at home to comfort your child.

Try these ideas for making the shots easier on your child:

- Distact and comfort your child by cuddling, singing, or talking softly.
- Smile and make eye contact with your child. Let your child know that everything is OK.
- Comfort your child with a favorite toy or book. A blanket that smells familiar will help your child feel more comfortable.
- Hold your child firmly on your lap, whenever possible.

The Centers for Disease Control and Prevention (CDC), the American Academy of Family Physicians (AAFP), and the American Academy of Pediatrics (AAP) support the information here. We thank the Trust for Child Giving Child, California Department of Public Health Immunization Branch.

How to Hold Your Child during Vaccinations

Parents and caregivers play an important role during an office visit when children receive vaccines. They can soothe and comfort their children, making them feel safe and secure. Parents can also help with the safe delivery of vaccines by securely holding children when shots are given.

A parent's embrace during vaccination offers several benefits. A comforting hold:

- Safely prevents children from moving their arms and legs during injections
- Avoids frightening children by embracing them rather than overpowering them
- Encourages parents to nurture and comfort their child
- Allows the health care professional steady control of the limb and the injection site

Different holds are needed depending on the age and size of the child. The steps below detail how parents can support their child and make the vaccination process less stressful on them and their children.

For Infants and Toddlers who are getting a vaccine in a leg, parents can:

- Hold the child on their lap.
- Place the child's arms under one of their own arms and around their back and apply gentle pressure for a secure, hug-like hold.
- Use their free arm and hand to hold the child's other arm gently but securely.
- Anchor the child's feet firmly between their thighs.

For Older Children who are getting a vaccine in an arm, parents can:

- Hold their child on their lap, or have the child stand in front of the seated parent.
- Embrace their child during the process.
- Anchor both of the child's legs between their thighs.

Parent-Targeted Resources (New)



 *Want sample tweets?*

Besides #measles and #polio, what other diseases is your vaccinated child protected against?

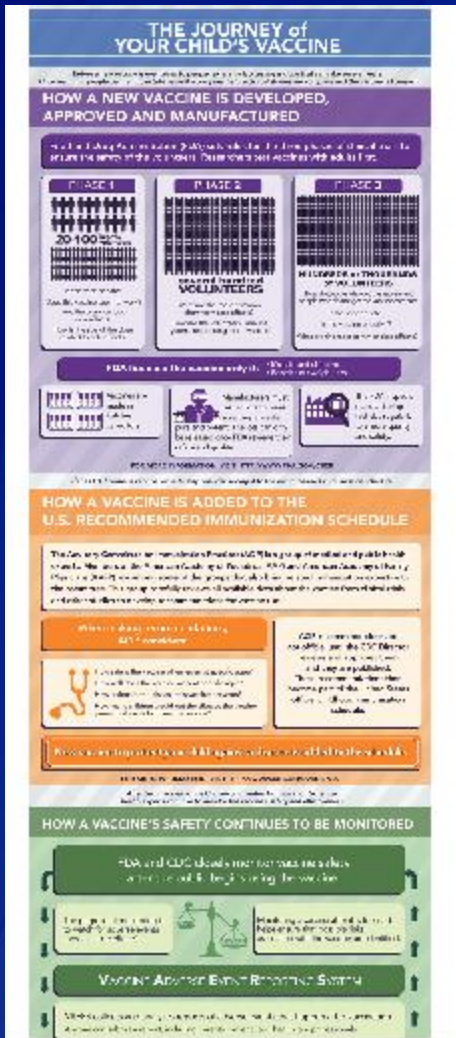
<http://1.usa.gov/InPEhA>



What about Facebook posts?

You baby's well-child visits can be stressful for you and your child, but there are ways to make them go easier. Get useful tips for soothing your baby when he gets shots by visiting CDC's new vaccine website for parents:

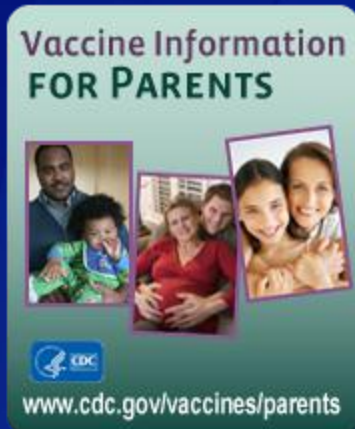
<http://www.cdc.gov/vaccines/parents/tools/tips-factsheet.html>



Want Other Ways to Promote Vaccine Resources?

Buttons and banners

<http://www.cdc.gov/vaccines/events/niiw/web-etools.html#parents>



Matte articles

<http://www.cdc.gov/vaccines/events/niiw/media-tools.html#dropin-articles>

For parents:

- 5 important reasons to vaccinate your child
- Make your child's shot visits less stressful
- Send your kids back to school with up-to-date vaccines
- Vaccinating on time is important for disease protection

For nurses:

- Nurses essential in easing parental concerns about vaccinations

“Provider Resources for Vaccine Conversations with Parents”

- **Developed with partners: AAP and AAFP**
- **Primary Target Audience: Healthcare Professionals**
 - Information to help hcps talk with parents about vaccines, vaccine-preventable diseases, and vaccine safety
 - Dual purpose: resources hcps can provide to parents
- **Based on formative, mixed methods research**
- **Using risk communication principles**
- **Extensively reviewed by subject matter experts**
- **Updated annually**

www.cdc.gov/vaccines/conversations

Where to Find these Resources

Provider Resources for Vaccine Conversations with Parents

Conversations Home

Talking to Parents about Vaccines

Understanding Vaccines and Vaccine Safety

Vaccine-preventable Diseases

About Vaccine Conversations with Parents

Provider Resources Web Tools

Related Links

Immunization Schedules

NIIW Educational Resources

For Parents: Vaccines for Your Children

Vaccines Home

Recommend Tweet 1 Share

Making time to talk with parents about vaccines during the well-child visit may be challenging.

Here's some help: CDC, AAP, and AAFP created these materials to help you assess parents' needs, identify the role they want to play in making decisions for their child's health, and then communicate in ways that meet their needs. These resources are collectively called *Provider Resources for Vaccine Conversations with Parents*.



For You and Your Practice



Help strengthen communication between you and parents, and get information about:

- * Talking to parents about vaccines
- * Understanding vaccines and vaccine safety
- * Vaccine-preventable diseases

To Share With Parents



Download and print these materials to help parents understand vaccine benefits and risks.

- * If you choose not to vaccinate
- * Vaccine-preventable disease fact sheets
- * Childhood immunization schedules

Vaccines Home
Vaccines & Immunizations

Email page link

Print page

Get email updates

To receive email updates about this page, enter your email address:

What's this?

Submit

Contact Us:

Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333

800-CDC-INFO
(800-232-4636)
TTY: (888) 232-6348
[Contact CDC-INFO](#)

www.cdc.gov/vaccines/conversations

Thank you! Questions?

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.